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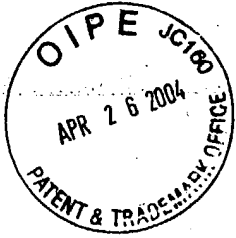
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APR 9 2004

Technology Center 2100



1

Title: Method and system for creating, using and modifying multifunctional™ website hotspots. (ClickVideoShop™)

Purpose: To provide interaction with and through video, audio, and digital media by utilizing a mode control bar & "Multi-functional Hotspots™" within digital media, to control and use Grid-Networks, for communication, commerce, & efficient process flow to achieve ambidextrous organizations on globally accessible networks, such as WWW.

Description: A software module for creating, using and modifying multifunctional website hot spots by utilizing a mode-control bar. I conceived of the invention (CVSSW™) while working to integrate the new computer system (TDC3000) into the existing process control system at Dow Chem.Co. IN Jan. - Feb. 1996.

MODULE 1 (Representative)

"MULTIFUNCTIONAL HotSpots™": Red, Gold, & Green



Appn. Number 09/877,729 (Wakefield) GAU 2174 1 of 4

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APR 29 2004

Technology Center 2100

2

Ramifications: "Multi-functional Hotspots™" can be programmed to have a plurality of functions, and are efficiently and effectively controlled by a mode control bar (as referenced in representative module 1).

Possible Novel Features: Can comprise an apparatus or software module which controls and uses Grid-Networks, for communication, commerce, & efficient process flow; achieving an ambidextrous unit or organization on a globally accessible network, such as W W W.

"LBOONKA!"™

8  
DÄ BOONKÄZ™

→ (representative)  
MODULE 2

→ Children's  
Module.

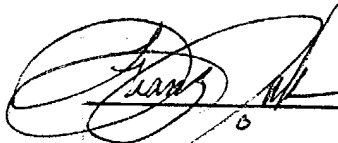
MODE-CONTROL  
BUTTONS - Left Sector  
of touch-screen  
interfacing module.



Advantages: With The Internet Generation on the rise, and the explosion of the bandwidth bottleneck in a microwave society, it will be essential for the business world to add breadth and width to today's and tomorrow's venues. In this "New Wave" where digital information superhighways are paved directly into consumers homes, offices, and everyday lives, it becomes crucial to map an entertainment network, and B2B2C organizations that gives control to the user by adding immersive interactivity to the scope of "The Old Way of Doing Things." CVSSW™, provides these advantages to The International Theatre.


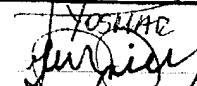
INVENTOR:

DATED:

  
FRANZ A. WAKEFIELD

April 21, 2004

The above confidential information is witnessed & understood:

  
YOSHIE CORONEL  
  
NOEL G. WAKEFIELD

4/21/04

04/21/04

Appn. Number 09/847,729  
(Wakefield) GAU 2174 3 of 4

Title : Method and system for creating, using and modifying multifunctional™ website hotspots (ClickVideoShop™) — BUILDING & TESTING.

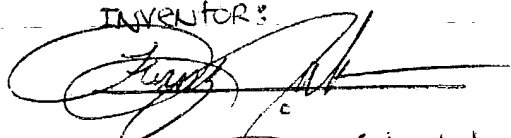
Reference : Conception recorded via declaration, & on pages (1-3)

Description : • A feasibility prototype of the CVSSW™ software was completed October 1999, by Stephen A. Benedict, an independent contractor of COOLTVNetwork  
reference module 1 : For a representative view of the feasibility prototype.

- A provisional application was filed June 8, 2000.
- A disclosure document was filed with the PTO office on February 18, 2000.

Ramifications/Test Description/Test Results : The feasibility prototype was a success. The source code to have a full working software, was written. Levi's, Kobe-Bryant, and Coca-Cola commercials were used. The test was a partial success (not full working model).

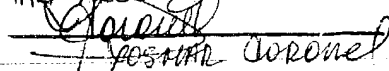
INVENTOR :



DATED :

April 21, 2004

The above confidential information is witnessed & understood :

  
 Noel G. Wakefield

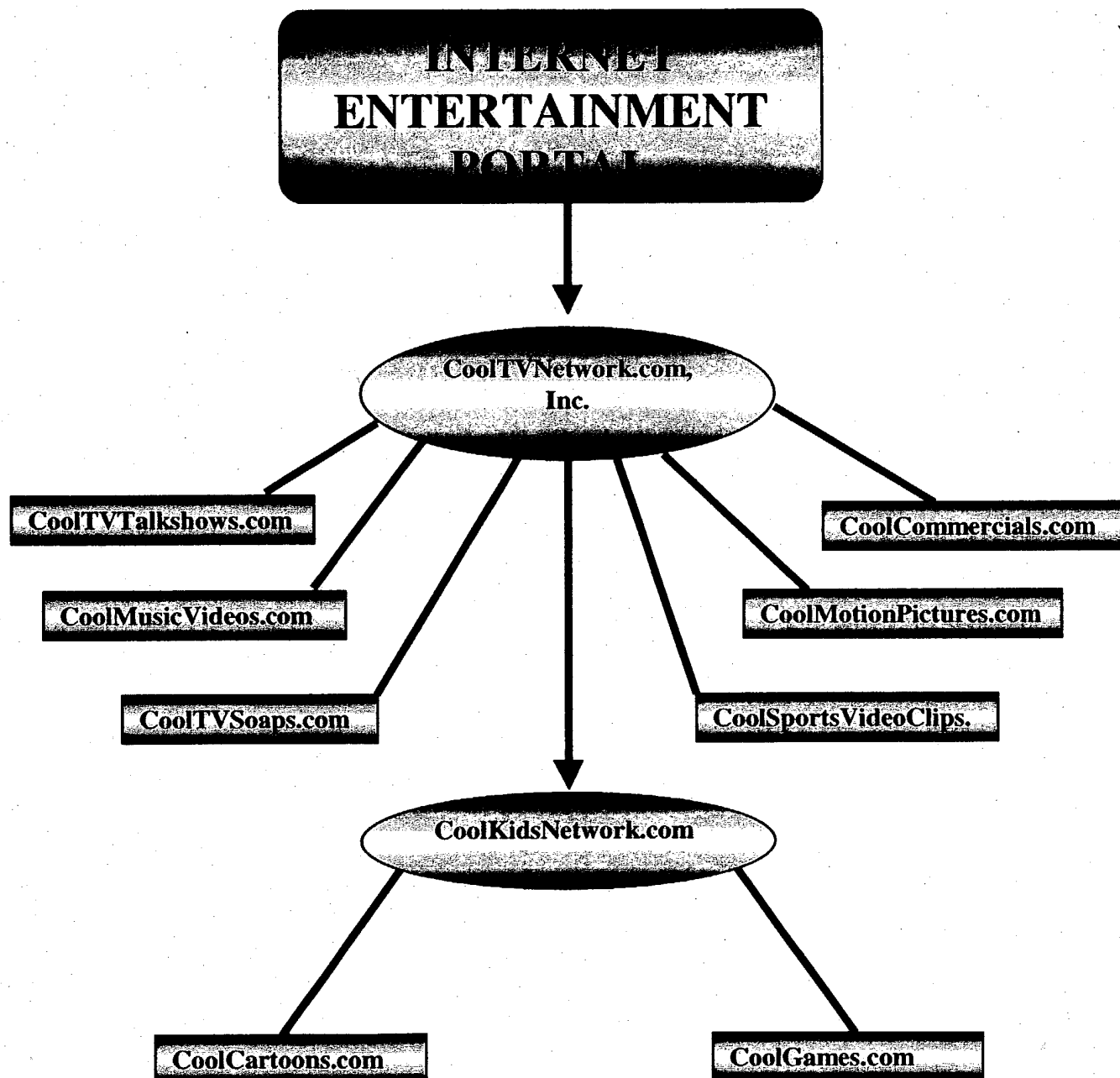
4/21/04

04/21/04

NOEL G. WAKEFIELD

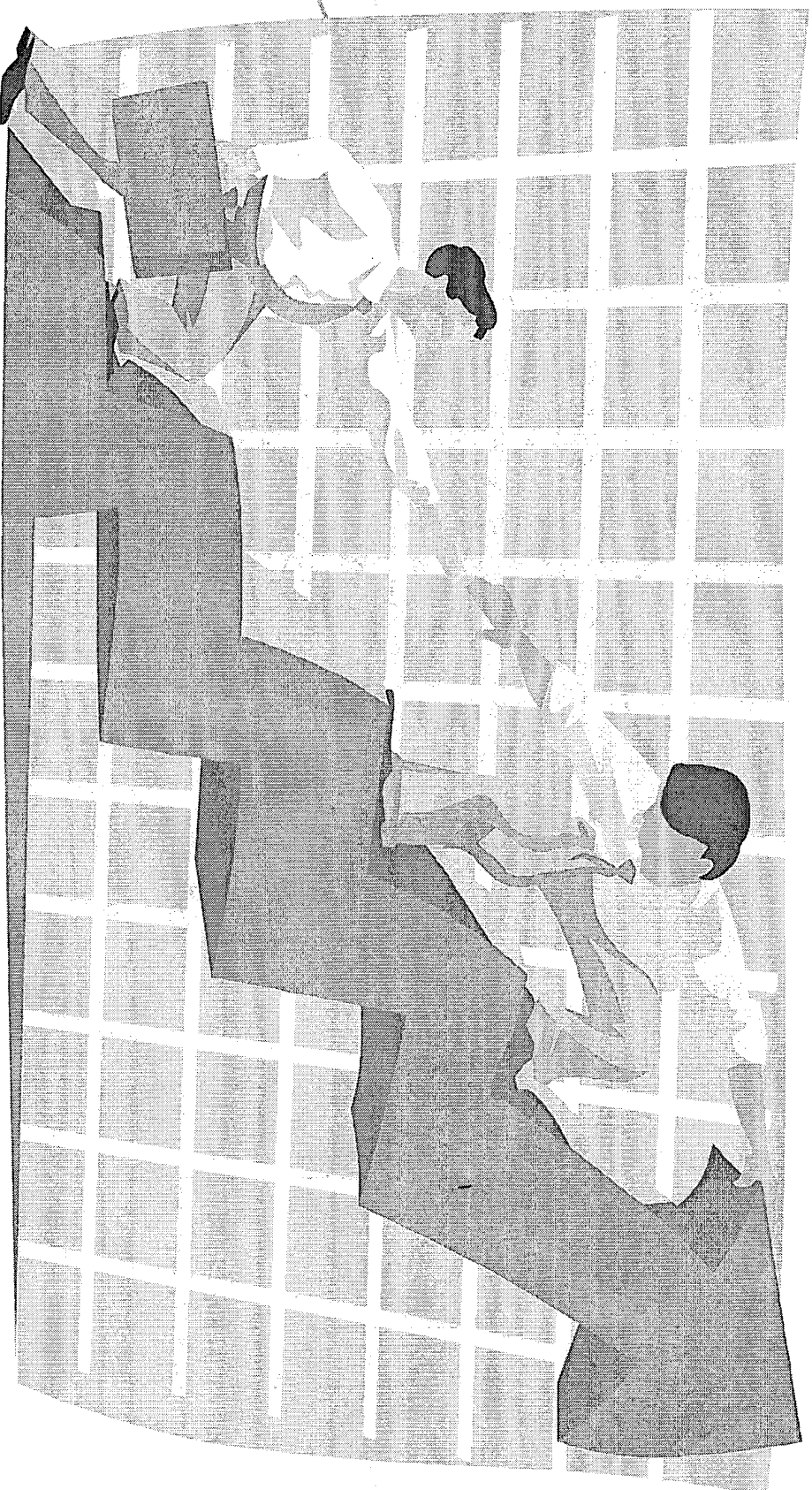
Appn. Number 09/847,729  
 (Wakefield) GAU 2174

# VISION



Appn. Number 09/877,729 (wakefield)  
GAC 2174 1 OF 1

# Breaking Ground For A New



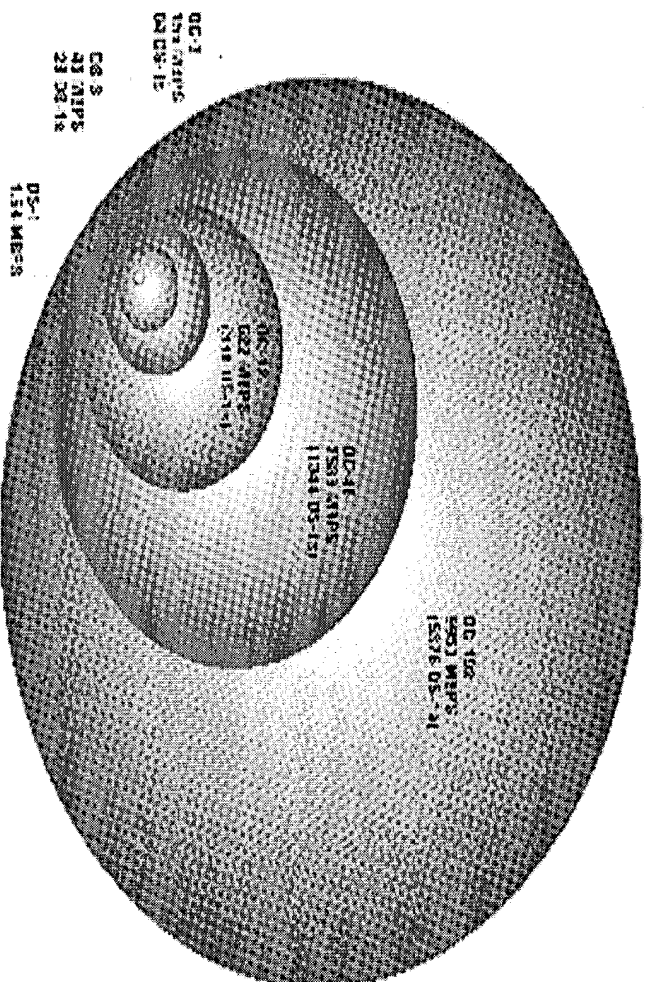
Created 8/30/99

# MILLENNIUM

Appn Number 09/877,729 (Wakefield)  
GRU 2174 1 of 21

# The Bandwidth to Change Everything.

Qwest Fiber Capacity



Bandwidth	DS-1	DS-12	DS-157	DS-31	DS-3	OC-12	OC-48	OC-192
1	1	28	84	336	144	5376		
33		1	3	12	48	172		
353			1	1	12	12		
3535				1	1	1		
35353								

Qwest

Appl Number 09/877, 729 (Wakefield)  
Gau 2174 (2 of 21)

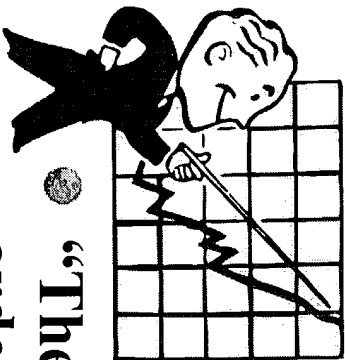


# Experts Tell Us That to Be Successful-



**“Have Vision . . . Move Faster Than  
the World Moves . . . & You Will  
Be There When the World  
Arrives.”**

# The *INTERNET* = The *FUTURE*.



- “The internet is the foundation for a new industrial order.”  
--Forbes

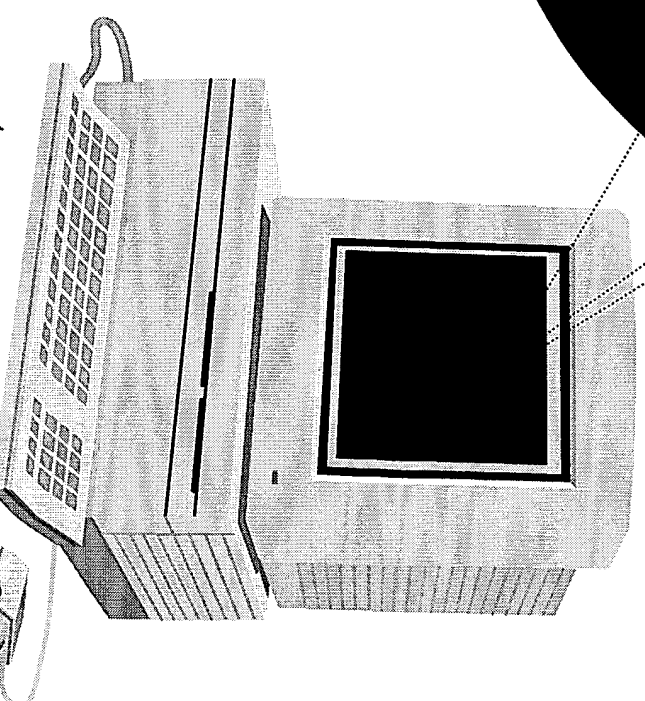
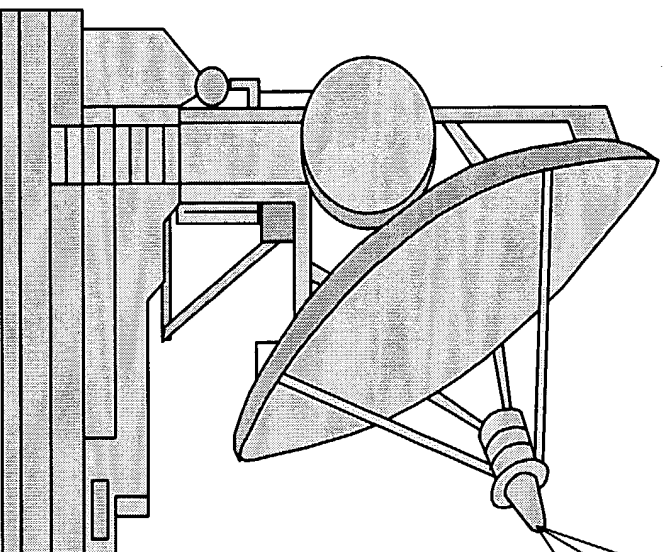
- In 1998 \$ 1.9 billion dollars was spent on internet advertising. In 1999 \$ 2.5 billion dollars will be spent on internet advertising.

--International advertising bureau

- “The internet is a quintessential different form of experiencing than television or cinema... It offers a far more interactive experience.”

--US department of commerce

# We Are Witnessing the Evolution of a Universal Network



Appn Number 09/877,729 (WAKEFIELD)  
Gau 2174 5 of 21

# How Important Is It for Your Business to Advertise on the



## Internet ? ? ?

### ● Internet population projected growth

DATE	POPULATION (Millions)
1996	37.84
1997	58
1998	87.75
1999	110.25
2000	132.75

# Future Market = ∞

- “Internet traffic is doubling every 100 days, yielding a yearly growth of more than 700%.”

- Us department of commerce

- “Global internet sales will reach \$ 3.2 trillion in 2003.”

- Forrester research

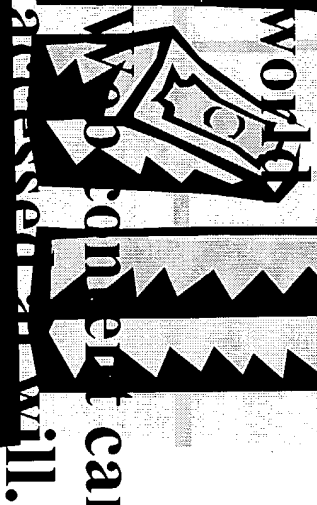
# ***What Is It ? What Do We Do ?***



**Provide the Largest Video Library  
of Entertaining TV Commercials,  
Music Videos, & Sports Video  
Clips; While Giving the  
Opportunity for Impulse Buying  
and Interactive Entertainment**

# How Is Your Company Going to Benefit From CoolTVNetwork.Com?

- We are providing a new, free, and interactive kind of Internet entertainment to a population of users that will soon be the entire civilized



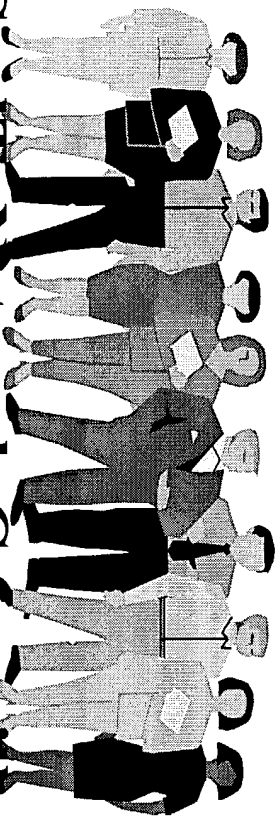
Web content can be archived forever &

accessed at will.

- “No more random TV commercials, Music Videos or Plays-Of-The-Day.” The Internet can be accessed 24-hrs a day, 7 days a week.

# How Is Your Company Going to Benefit From CoolTVNetwork.Com?

- Entertaining TV Commercials, Music Videos, & Plays-of-the-day, can reach consumers 24 hrs/day, 7 days/week.



- CoolTVNetwork.Com will provide companies with

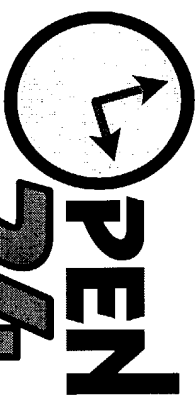
a record of the number of users that visit a

particular company or product line and the

comments each user has on the commercial, music

videos, sports clothing line, company marketing

strategies. . .etc.

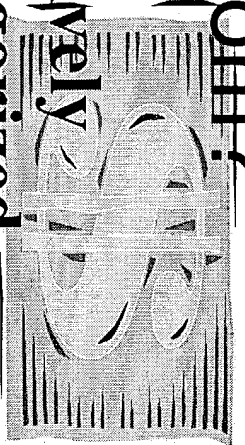


**HOURS**



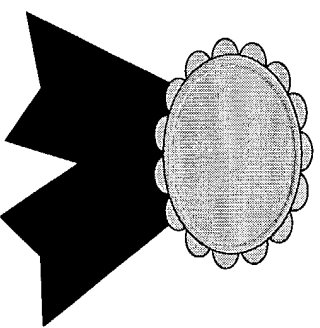
# *How Is Your Company Going to Benefit From CoolTVNetwork.com?*

- Internet streamed video can be “creatively filed” as antique, modern, testers, categorized by event or time, humorous, special effects inclined, or most ingenious.



- CoolTVNetwork.com will provide consumer analysis through psychologically researched questions regarding the video entertainment content

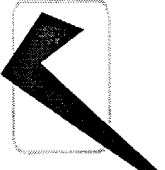
- Increased consumer loyalty through video images on t-shirts, mugs. . etc.





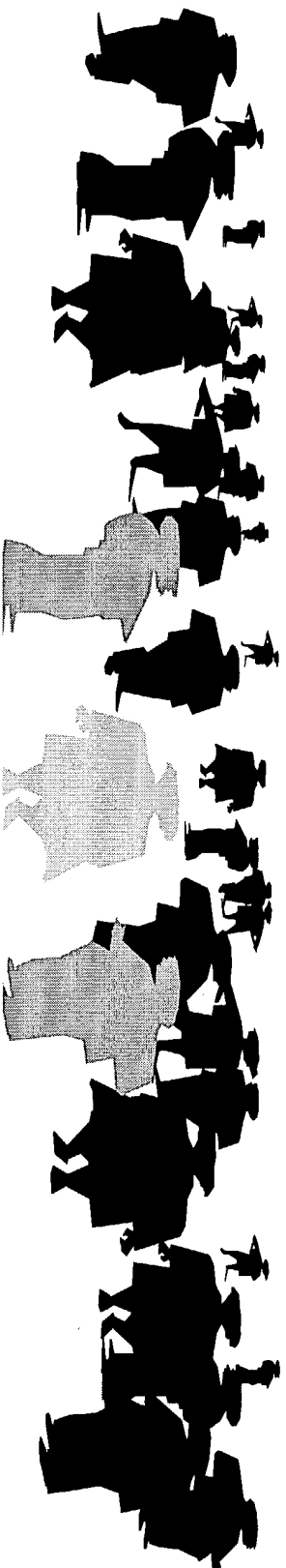
# Why Will They Come ? ?

- The largest, and only entertaining Video library available--users can surf as many entertaining Commercials, Music Videos, Plays-of-the-Day, and soon Motion pictures without beginning to see the entire Video library
- The only web interactive entertainment community composed of consumer's favorite "mini-movies"
- "One stop shop," of audio/video interactive entertainment before shopping in our embedded virtual interactive malls, or after investing online.
- To participate in home TV Commercial, or Music Video contest



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BAU 2174 12 OF 21

# Why Will They Come Back ?

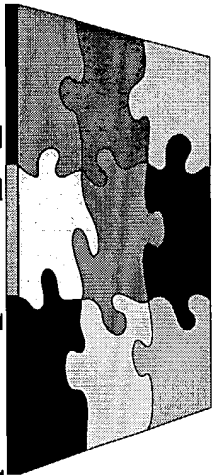


- Explore another facet of the largest Audio/Video library



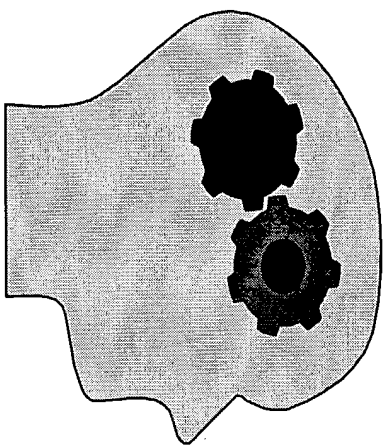
- Group meetings in Forum Lounges to explore the Video library, or to converse in “Chat-Rooms”

# Why Will They Come Back ? ?



## ● Membership

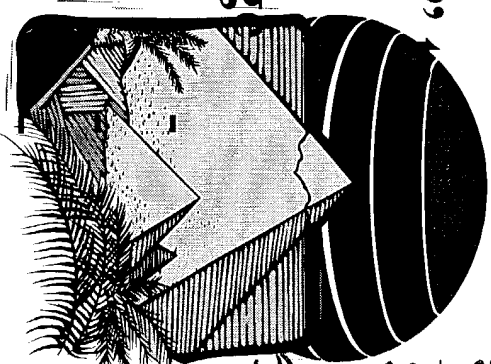
- To explore the Deepest Video Entertainment library on the Internet



- Technically, conceptually, & creatively in-line with the direction of technology and our future

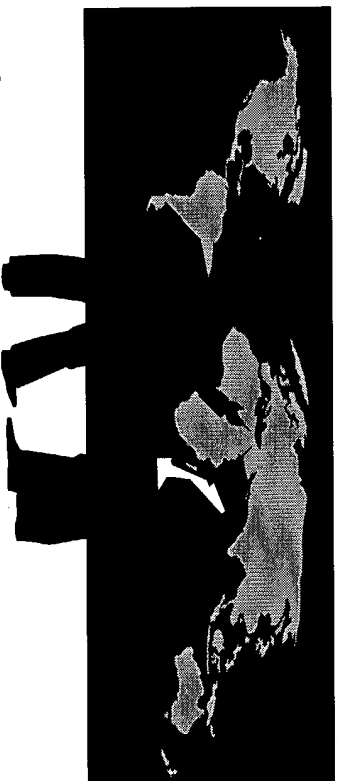
# Why Is This the “Cutting Edge” Investment of the Millennium?

- Takes the concept of “Interactive Advertisement” another level
- Membership fee can be charged for digital storage space:
  - “My CoolMusicVideos.com ”
  - “My CoolPlays-of-the-Day.com”
  - “My CoolCommercials.com”
- There are currently no competitors--”no muscling into a market.”



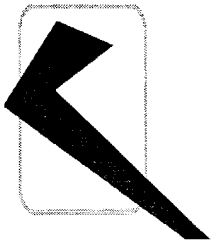
# Why Is This the "Cutting Edge" Investment of the Millennium?

- Video entertainment from different countries can be archived, and translated into various languages, thus creating a global market.



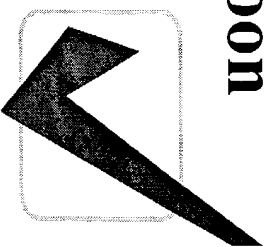
- As Internet marketing increases courses on, online advertising will be taught using CoolTVNetwork.com as the primary trendsetter.

# Why Is This the “Cutting Edge” Investment of the Millennium?

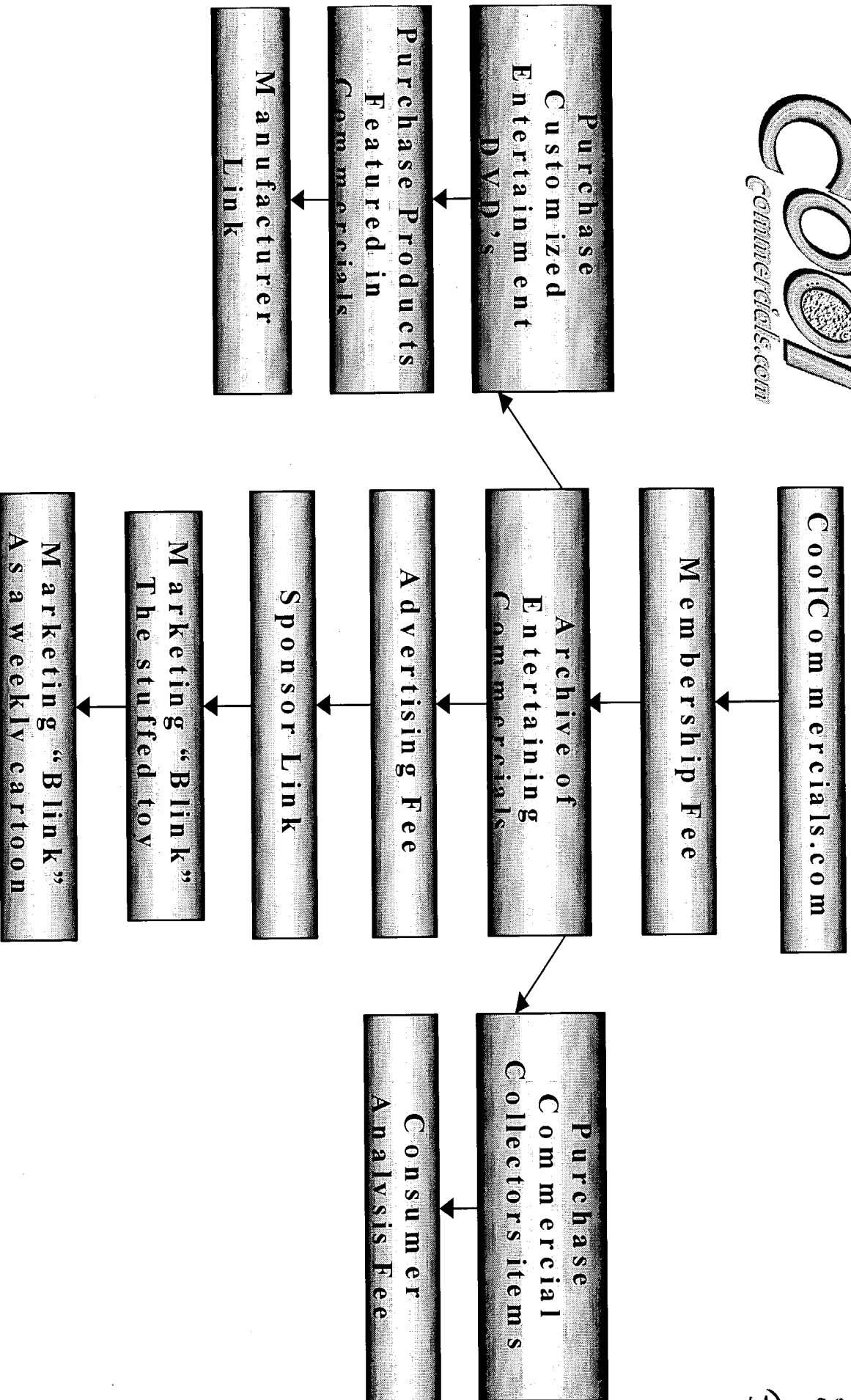
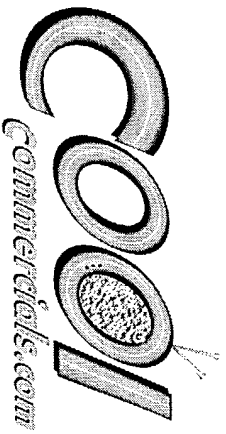


- Creating a future market for entrepreneurs starting businesses in improving Audio/Video on the Internet

- CoolTVNetwork.com can generate income from selling custom DVD's, --Coolest Music Videos of the 80's, best Super bowl TV Commercials, Cool Plays-of-the-Day, and soon Cool Motion Pictures. . . etc

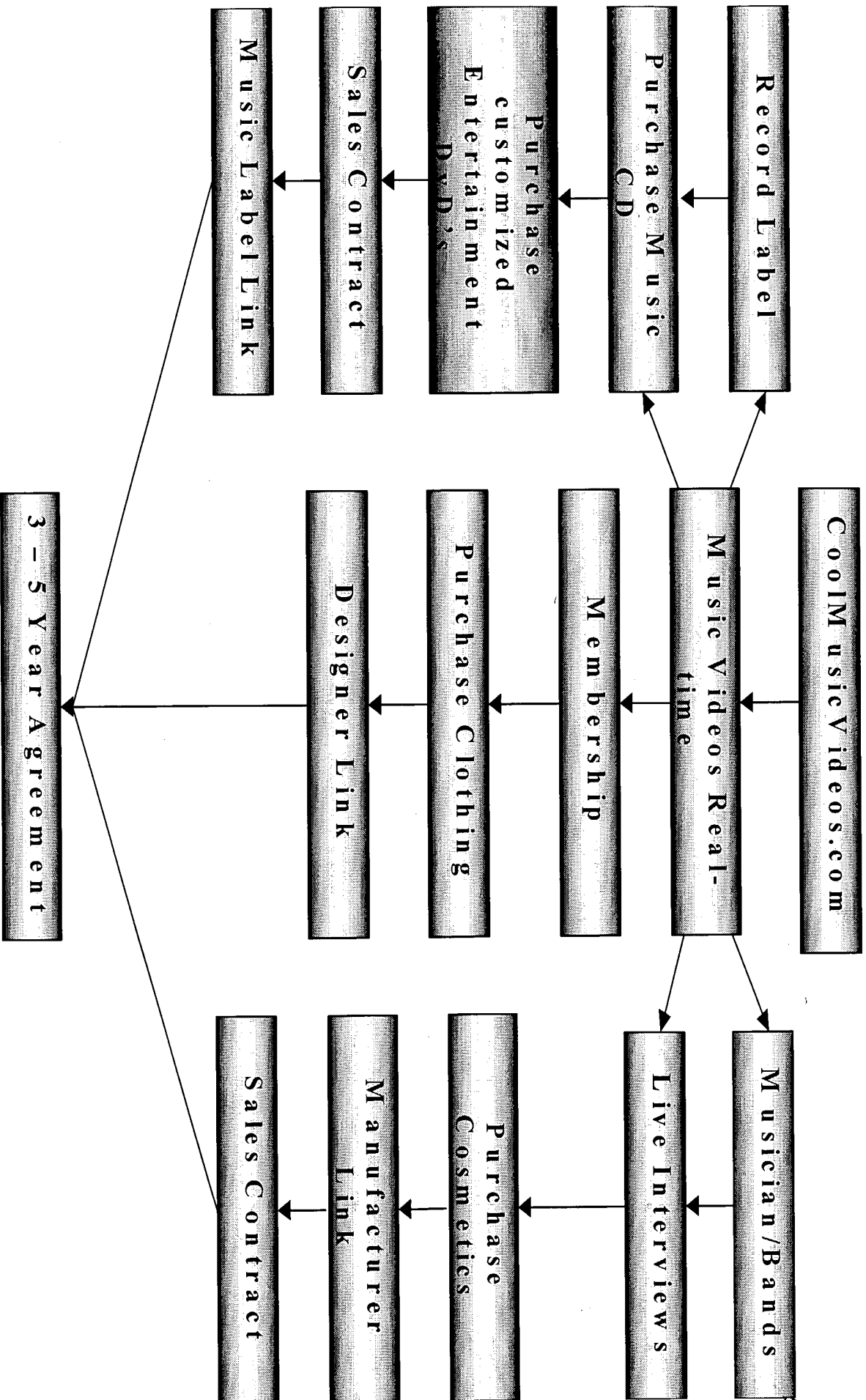


# Generating Revenue

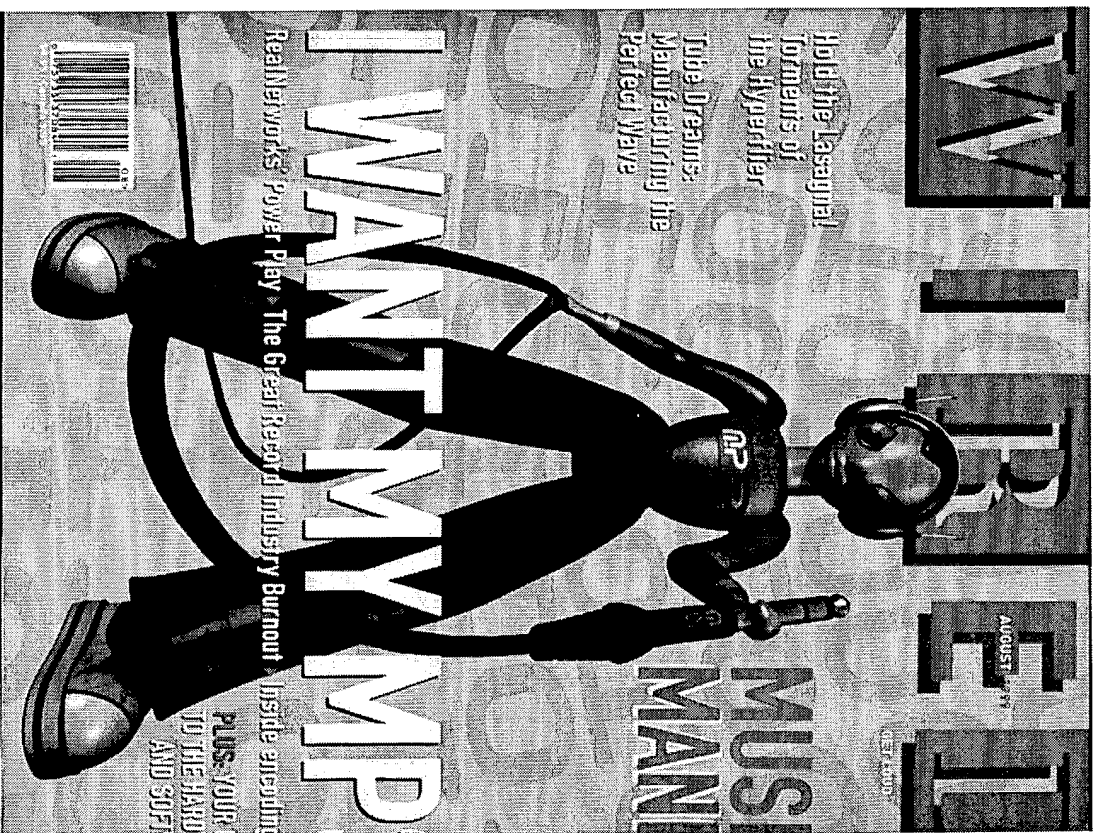




# Generating Revenue



# So You Want Proof.



App# Number 09/877,729 (Wakefield)  
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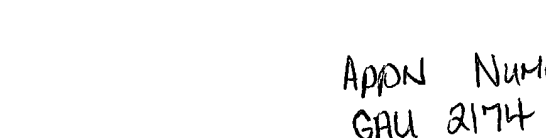
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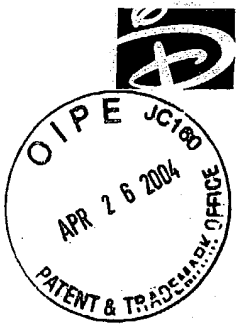
09 / 877,729  
21 OF 21

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GAU 2174





# Disney Interactive

Stephen M. Finney  
Senior Vice President  
and General Manager

August 30, 2001

Mr. Franz A. Wakefield, President  
Cool Cartoons.com Incorporated  
17731 N.W. 14th Court  
Miami, Florida 331169

Dear Mr. Wakefield:

I understand that you would like to show us your company's web accessible "iCOMPANION" called "IBOONKA!"™. In advance of our meeting on August 30, 2001, this letter is to confirm that our meeting is for discussion purposes only. You further understand that Disney Interactive, Inc. ("DI") is currently in development with a number of other companies regarding web accessible and downloadable tools and toys as companions for software games and that your proposal may be similar to others DI has currently in development or under discussion.

We look forward to speaking with you.

Yours sincerely,

Disney Interactive, Inc.

By: 

Steven M. Finney  
Senior Vice President and General Manager

Wakefield0830\_01.DOC

# FRANZ A. WAKEFIELD

## R&D → Product Development

17731 NW 14<sup>th</sup> Court Miami, Florida 33169

e-mail: [FranzWakefield@hotmail.com](mailto:FranzWakefield@hotmail.com)

PHONE: 305 + 624 3282

### Objective:

To obtain constant career growth by focusing on building team skills, material expertise, and a solid business sense, that will lay the foundation necessary for succeeding in a managerial position.

### Education:

The University of Florida

Gainesville, Fl.

B.S. CHEMICAL ENGINEERING

December 1999

Minor: BUSINESS ADMINISTRATION

GPA: 3.3/4.0

- Lifetime member of the Golden Key International Honour Society

### Work History:

Aug. 99 – Nov.99

Research Fellow, The University of Florida

Gainesville, Fl

Molecular Association in Micelles, Liquid Crystals and Microemulsions

May 98 – Aug 98

Intern, in the Cardiology dept. of Cordis Corporation

(a Johnson & Johnson co.)

Miami, Fl

Patent disclosure: Implementation of automated UV adhesive procedure

May 97 – Aug 97

Ronald E. McNair Research Fellow

University of Florida

Pressure drop studies through multidispersed particles in packed beds

Jan. 97 – May 97

Co-Op Engineer, Dow Chemical co.

Freeport, TX

Chlor – Alkali Plant: Optimizing water recirculation discrepancies, and Plant troubleshooting

May 96 – Aug 96

Intern, Kraft Food Co.

Chicago, Il

Extra Creamy COOLWhip® process optimization, product reformulation, And consumer analysis studies

Patent disclosure: Implementation of a protein complexing derivative

Jan 96 – May 96

Co-Op Engineer, Dow Chemical co.

Plaquemine, LA

Methoxy Cellulose Plant: Configuration of TDC 3000 operating interface to integrate with existing control system; for maximizing production, and operator's needs for efficient process control.

June 94 – Aug 94

Research Fellow---American Cancer Society

Shands Hospital

Quantization of HLA transcripts by polymerase Chain Reaction & Single Strand Conformational Polymorphism Gel Electrophoresis from cultured lymphoblastoid cells.

Computer Skills: C/C++, MS Project, Excel, Minitab, DOE Pro, and Tdc3000

Appn Number 09/877,729 (wakefield)  
GAU 2174 1 OF 3

# Hired at Cordis NeuroVascular as an MPDP [Management Rotational] Engineer

## Cordis NeuroVascular Inc. Full-Time Experience.

### Jan. 2000 – June 2000 (Product Development Engineer on The Pre-Shaped Prowler Project)

#### I.....[ANEURYSM AND VESSEL ACCESS].

- Operated as an Engineer I on the Pre-Shape Microcatheter project.
- Assisted with DOE experiments (collecting, compiling, and analyzing data)
- Assisted with the Market Evaluation of the Pre-Shaped Microcatheter Platform
  - a. Gathered marketing data from Canine studies held in Boston, Massachusetts and New York, New York. To complete the marketing analysis for the pre-shape microcatheter product platform.
  - b. Completed Market Evaluation and report outlining physician's Market Preference Study of the Pre-Shaped Microcatheter Platform.

### July 2000 – Nov. 2000 (Product Development Engineer on The n-Butyl Cyanoacrylate Project)

#### II.....[ARTERIAL VENOUS MALFORMATION TREATMENT].

- Collected, compiled, and analyzed data and reports for design review
- Assisted with DOE's and polymerization studies to determine a baseline for the product IFU (Instructions for Use)
- Assisted in the training of 24 physicians in Cincinnati, Ohio (Ethicon Endovascular Surgery Center) to use the liquid-embolic system.
  - a. Assembled AVM models and monitored flow rate through various nidii.
  - b. Assisted in component ratio mixtures (to obtain the correct viscosity for relevant Nidii—low, medium, and high flow).
- Supervised the manufacturing process for Clinical Research Unit builds.

### Dec. 2000 – March 2001 (Production Supervisor for (DCS) Detachable Coil System)

#### III.....[ANEURYSM OCCLUSION].

- Supervised ~ 30 employees at Detachable Coil System delivery tube, and final assembly production areas.
- Designed a Motivational & Achievement program to increase overall productivity. The program tallied productivity, motivation (based on performance), attendance, and safety in an effort to improve production rates.
- Created spreadsheets and tally boards that raised the awareness of operators in key reject areas; which raised production awareness and ultimately played a part in increasing production output from ~ 150 to 400 units per week.
- Responsible for the day-to-day production flow (ordering material, tallying attendance, troubleshooting machine failures . . .etc.)

Appn Number 09/877,729 (wakefield)  
GAU 2174 2 OF 3

## March 2001 – December 2001

### MICROCATHETERS

- Compiled research and made design alternatives for Microcatheter Platforms. The product design alternatives consisted of the following:
  - A. Hydrophilic Coating Design Alternatives
  - B. Microcatheter Inner Liner Design Alternatives
  - C. Configured design alternatives for the microcatheter Outer Body Material Selection for Distal Shapeability & Varied catheter length Flexibility
  - D. Configured various catheter component braid reinforcement construction Designs that utilized the following:
    - 1. Metal braid
    - 2. Polymeric braid
  - E. Marker Band Design Alternatives
    - 1. Radiopaque inks
    - 2. Dyes
    - 3. Fillers

## Assisting with Product Testing and Market Release (January 2002 – March 2002)

### A. Coronary Stents

- Devised manual routers, quality procedures, operation procedures, and collaborated interdependently with CNV teams to complete the Engineering Order Builds for products' first In Human Clinical Trials. Assisted the Engineering team in New Jersey to build and complete the Engineering Order build for a Neurovascular product platform.

Appn Number 09/877,729 (wakefield)  
GAU 2174 3 OF 3

Dow Confidential

**SUPERVISOR'S EVALUATION OF STUDENT**

**Instructions:** The immediate supervisor will evaluate the student objectively, comparing them with other students of comparable academic level, with other personnel assigned the same or similarly classified jobs, or with individual standards. Make a copy of the form and keep it for your records, forward original to Professional Placement, Freeport, TX, B-120. Please remember the form must be completely filled in before the signature is obtained.

Date: 3-15-96  
Name: Franz Wakefield  
School: University of Florida  
Work Period: Jan - Apr '96  
Department: TSS "A"

Employee Number: U289783  
Major: Chemical Engineering  
To: \_\_\_\_\_  
Supervisor: Vernon Darling

- 1 - **Far exceeds** what is normally expected of a student
- 2 - **Well above** what is normally expected of a student
- 3 - **Slightly above** what is normally expected of a student
- 4 - **Consistent with** what is normally expected of a student
- 5 - **Below** what is normally expected of a student

DIMENSIONS	COMMENTS	1	2	3	4	5
<b>SAFETY:</b> Demonstrates an awareness of, and concern for, the safety of self and others.	Exhibits Safe Behavior. Complies w/ all Safety Requirements.		X			
<b>TECHNICAL ABILITY:</b> Demonstrates understanding of the technical aspects of the job.	Good Understanding of Technical Matter Relating to Coop Assignment.	X				
<b>PLANNING:</b> Schedules and organizes work efficiently.	Exceptional Planning Skills. Very well at organizing his work plan.	X				
<b>INTERPERSONAL SKILLS:</b> Ability to work well with people of diverse backgrounds and styles.	Franz has worked well with technical staff & operators. His ability to interact with all levels is exceptional.	X				
<b>DECISION MAKING:</b> Ability to come to logical and workable solutions.	Good decision-making skills.		X			
<b>CREATIVE ABILITY:</b> Ability to develop original, workable solutions to problems.	Extremely creative, conceptualizes and solves problems well.	X				
<b>PRODUCTIVITY:</b> Quantity and quality of relevant work.	Franz has far exceeded the normal coop work volume.	X				
<b>INITIATIVE:</b> Takes independent action; attempts to influence events to achieve results.	Franz is a self-starter and encourages those who work with him as well.	X				
<b>COMMUNICATIONS:</b> Ability to effectively exchange information orally and written.	Good Communication Skills.		X			
<b>TEAMWORK:</b> Actively supports the team concept through participation as a team member.	Excellent team player. Franz has been a valuable asset to our project team.	X				
<b>OVERALL RATING</b>		X				

(Continued on reverse side)

dc12/15/93

ADON Number 09/877,729 (Wakefield) GAU 2174 1 of 1



GOALS/ACCOMPLISHMENTS: Please list any goals met as well as any specific accomplishments during this work term.

Complete the Graphical Operator Interface to the TDC 3000 system

WHAT FACTORS MOST IMPRESSED YOU ABOUT THIS STUDENT? Tracy has a winning personality combined with the ability to "get things done". He is very organized in his approach to problems and works extremely well as a team player.

WHAT FACTORS MOST CONCERNED YOU ABOUT THIS STUDENT? —

SPECIFIC SUGGESTIONS FOR STUDENT IMPROVEMENT AND GROWTH: Tracy will be an excellent engineer with broader exposure to plant experiences

ADDITIONAL COMMENTS: Excellent Coop

COMPLETE THE FOLLOWING DURING THE FINAL REVIEW:

Should Dow consider this student for full-time employment? X Yes — No

Please indicate why or why not: Tracy would fit well in the "Dow Team"

For what department or function? Plant or Engineering

Employee Signature [Signature]

Date: 3/15/96

Supervisor's Signature [Signature]

Date: 3/15/96

Second Level Signature —

Date: —

ck:12/15/93

Form Number 09/8/77, 7A9 (Indicate field) 504 2/17/4

**FRANZ A. WAKEFIELD**

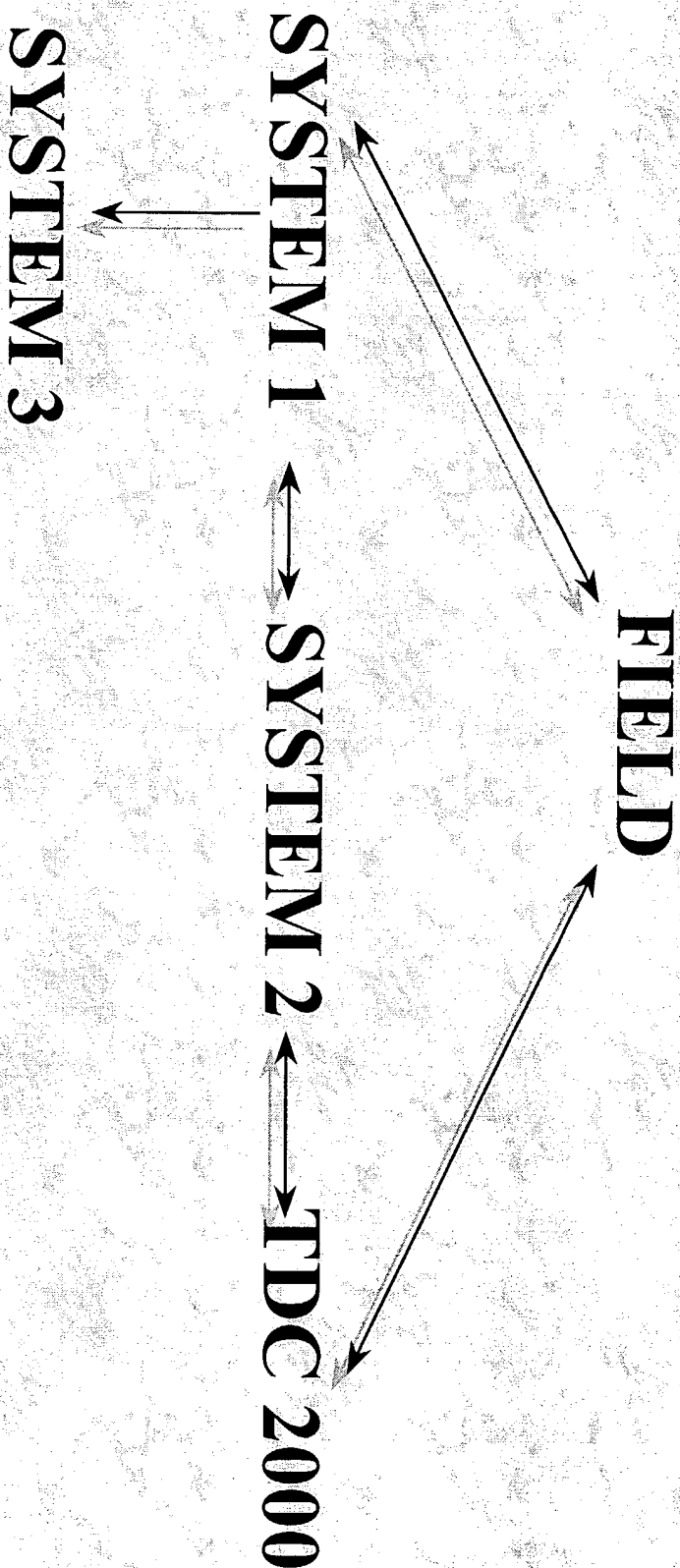
**D O W**

**&**

**The UNIVERSITY of FLORIDA'S  
CHEMICAL ENGINEERING**

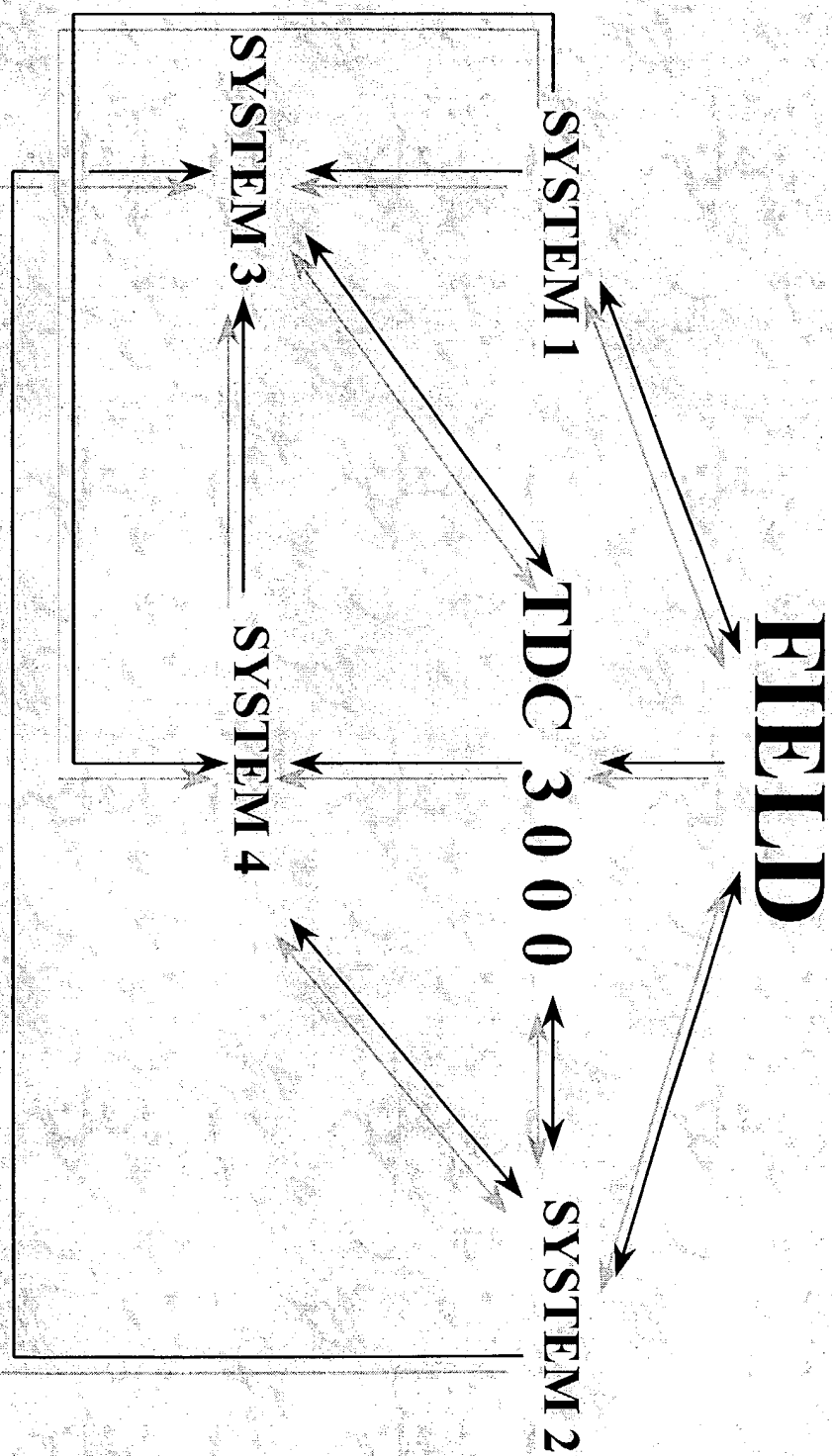
**Created April 30, 1996**

# PRIOR NETWORK OPERATION STRUCTURE.



# NETWORK INTEGRATION

- MORE SYSTEM INTEGRATION & CONTROL.



**OLD**

**NEW**

**TEXT**

**PICTURE**

**CLUTTERED**

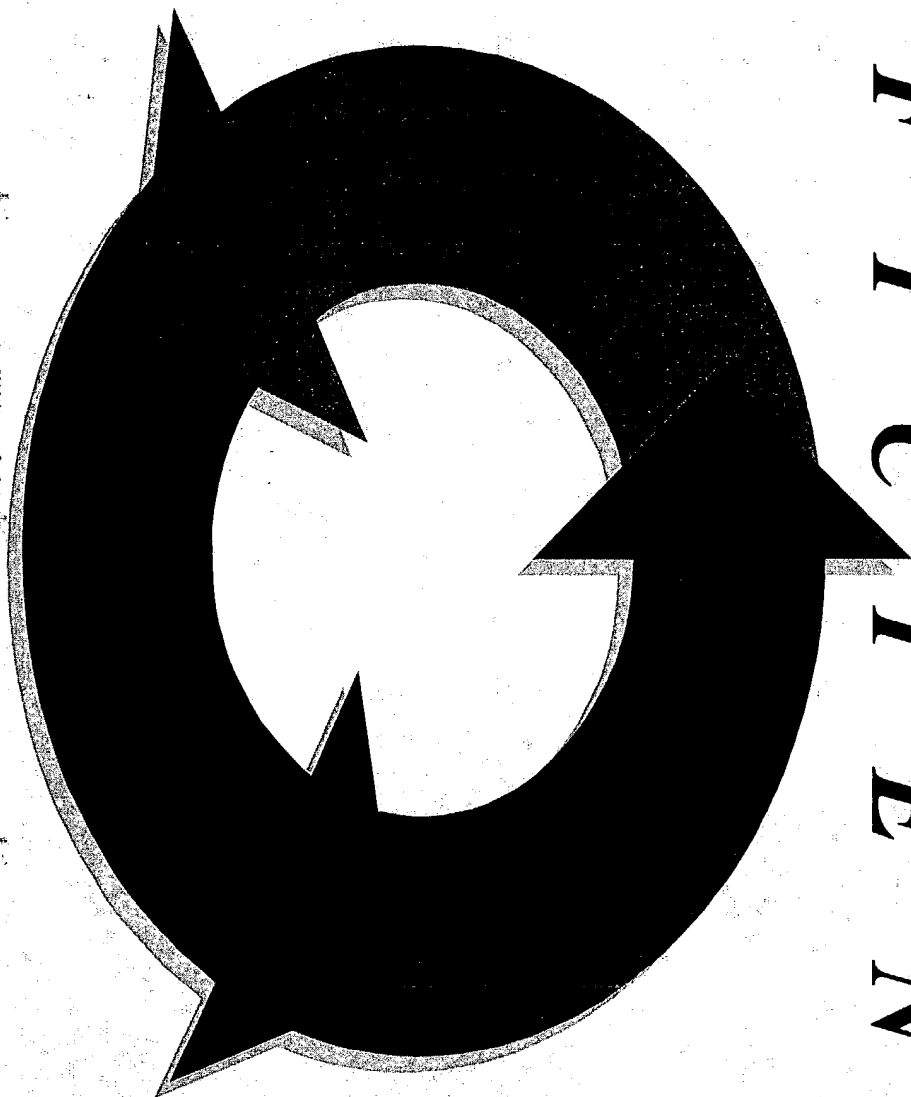
**ERGONOMICS**

**INFORMATION**

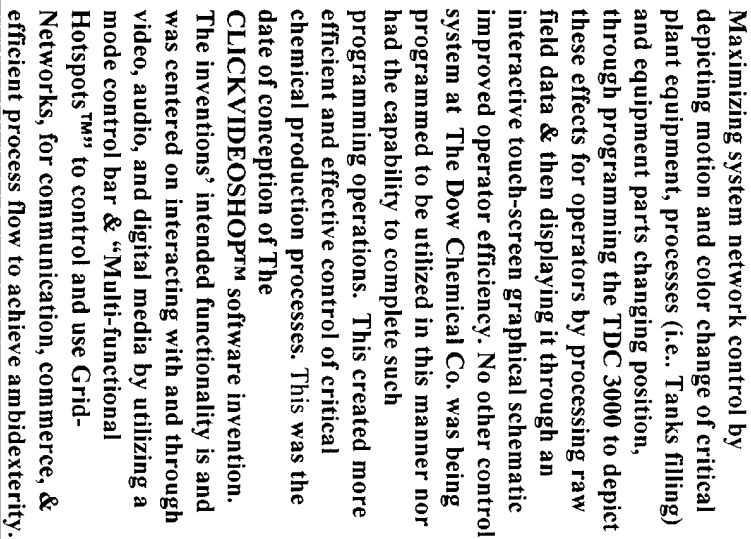
**INTERACTION**

**S  
Y  
S  
T  
E  
M**

**E  
F  
F  
I  
C  
I  
E  
N  
C  
Y**



# GRAPHICAL INTERFACE & VISUAL ALARM SYSTEM. . .



# REAL TIME LOGIC

• After Touch-screen initiation

ZSC 3289 

R 201 TOP VLV SLIDE SHUT R1 R201 TRAIN 1 REACTOR  
SINGLE INPUT POINT DATA

closed



BOX	13	ALENBST	ENABLE
SLOT	12	ALPRIOR	NOACTION
SUBSLOT	14	OVERVAL	OFF

open



PC INDEX 1  
PC TYPE MODICON

SP -----CONFIGURATION DATA-----

PTTYPE	DIGINHG	SPECIFI 1	1
NODE	17	CRITSCAN	OFF
HIWAY	03	EIPEVENT	ANY
BOXTYPE	DHP	EIPENB	DISABLE

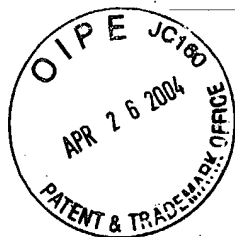
OP %





*Dow U.S.A.*

The Dow Chemical Company  
P.O. Box 150  
Plaquemine, Louisiana 70765-0150



February 2, 1999

MBA Office of Admissions  
Stanford University Graduate School of Business

Dear Admissions Evaluator:

This letter of recommendation supports Franz Wakefield in his application for entrance into your program. The applicant worked under my supervision for 5 months as a Coop Engineer on a large capital project.

Franz performed extremely well as a member our project team. His personality was a good fit with other team members. His out-going manner worked well with coworkers of all levels, from the production workers to the managers. His performance was excellent on the project.

His job was to create an operating interface to marry the new computer system with the Production Operator's needs. He used much creativity, good technical skills, and problem-solving ability to accomplish his job. He finished his project a month ahead of schedule and devoted the last month of his work improving the system.

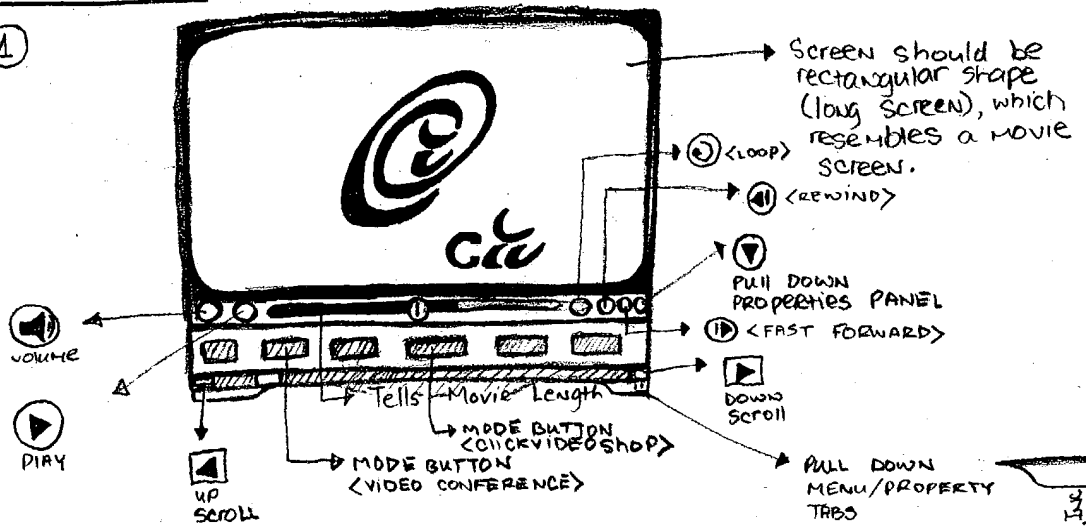
Franz is an extremely motivated individual who has a strong desire to learn. His technical ability is excellent. I believe he has the skills and will make a good leader

Sincerely,

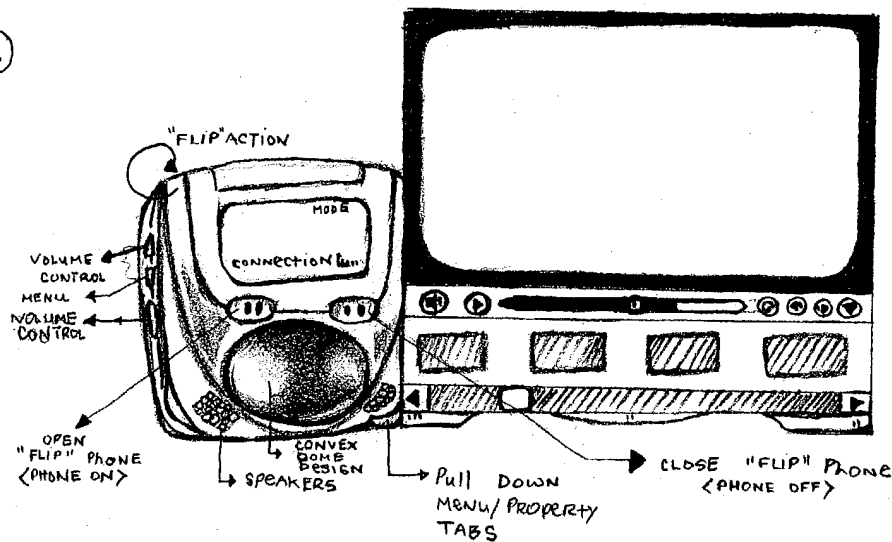
Vernon Darling  
Process Control Specialist

Appis Number 09/877,729 (Wakefield) GAU 2174 1 OF 1

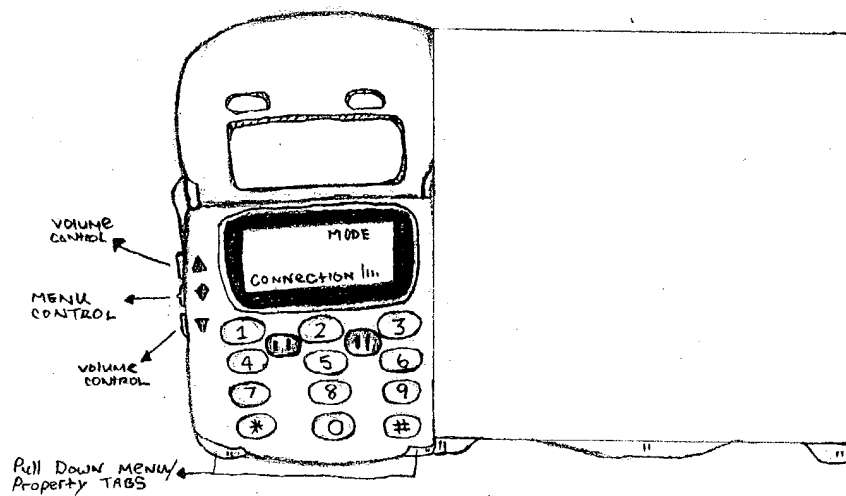
①



②



③



CONFIDENTIAL NOTES

App Number 09/8774, 729  
(Wakefield) GAU 2174 10F3

PROPERTY OF COOLTUNETWORK.COM, INC.

10/28/00

DRAWINGS BY:

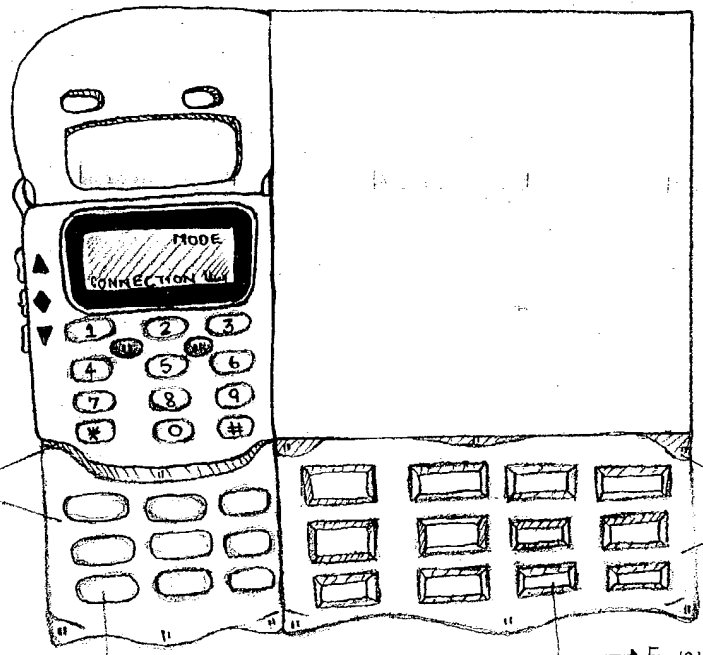
1/3

VIEW IV J

(4)

Appu Number 09/877,729  
(unmarked) GAT 2174

multiple  
Pull Down  
Property MENUS

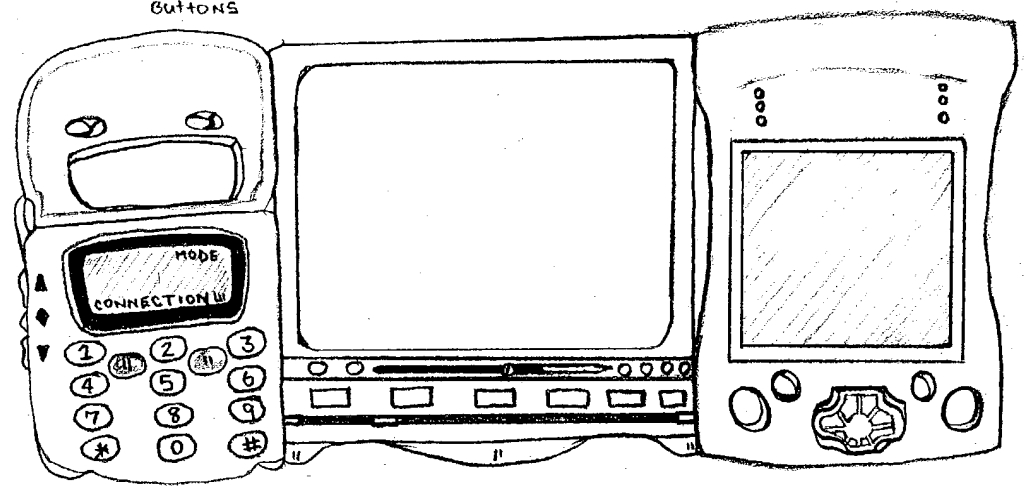


FUNCTION  
BUTTONS

multiple pull  
DOWN property  
MENUS

FUNCTION BUTTONS

(5)

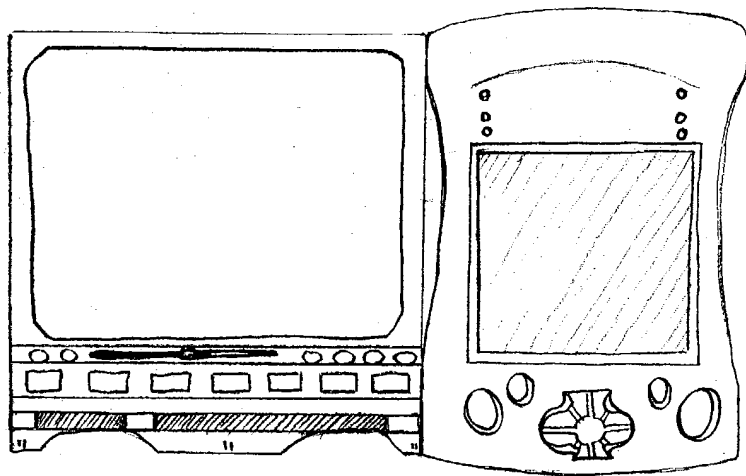


CONFIDENTIAL

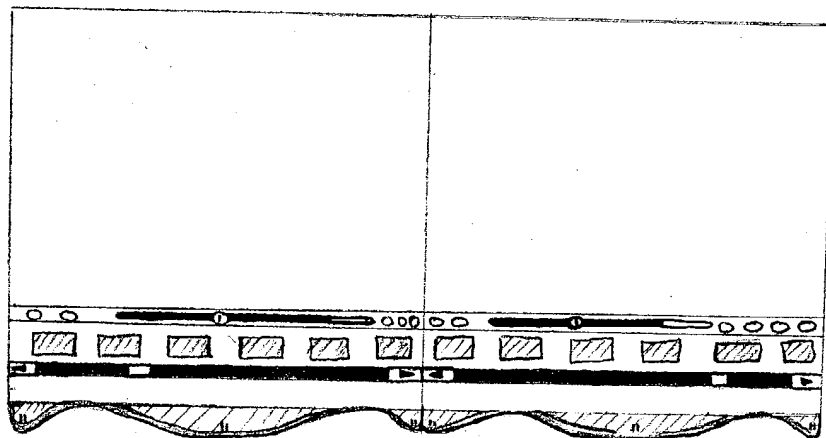
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DRAWINGS BY:

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 Apple Number 09/877, 729  
 (workfield) GPU 2174  
 1 HF 3



⑦



⑧ \* Three Screens, with the 2 outer screens @ a tilt to  
 MAKE a 3D PANEL.



- \* MAKE A "housing" for each view (1-8) that can be used to put advertising (on top of housing), and used to MAKE the entire interface LOOK MORE uniform. Add some design that incorporates the company icon, maybe the COOL static, + links to our other sites (COOL cartoons, COOL commercials... etc.). The "housing" should transform from one view to another smoothly (meaning not change drastically, + have the same theme).
- \* These interfaces have to be very professional, futuristic (millineal - with smooth curves, and that shiny dark silver + light silver color), and it has to be easy (soothing) to look @ for hours.

Property of COOL TV Network. COM, Inc.

10/29/98

DRAWINGS BY:

3/3



# UNIVERSITY OF FLORIDA

College of Engineering  
Department of Chemical Engineering

PO Box 116005  
Gainesville, FL 32611-6005  
Phone: (352) 392-0881  
Fax: (352) 392-9513  
E-mail: chemical@eng.ufl.edu

Arthur L. Fricke, Professor  
February 10, 1999

**RE: Franz Wakefield**

Ladies and Gentlemen:

Mr Franz Wakefield, a senior student in chemical engineering at the University of Florida, has requested that I write a letter of recommendation for him for admission to the Stanford University Graduate School of Business, and I am pleased to comply with his request.

I have known Mr. Wakefield for more than two years. During that time, he has been a student in three classes that I have taught--Kinetics and Reactor Design, Separation Processes, and Professional Seminar. In addition, I have had many discussions with Mr. Wakefield outside of the classroom environment concerning his progress and aspirations, as I normally do with more than half of the students who take courses from me. Therefore, I have had ample opportunity to form what I believe are valid evaluations of Mr. Wakefield's capabilities, character, personality, and potential for accomplishing his career goals. I have taught chemical engineering for more than 30 years, and more than 1200 different students have taken courses that I have taught during my teaching career. My evaluation of Mr. Wakefield, in as much as is possible, is in comparison with those 1200 students.

I would rank Mr. Wakefield's academic performance as being in the upper 20-25% for students that I have taught, and I have been privileged to have students who are above the average in aptitude for all students at the universities where I have taught. Certainly, if he were to pursue a solely technical career, I have every reason to believe that he would be very successful; however, he has other career goals. He is more interested in a business career.

Mr. Wakefield is extremely personable and outgoing. He is respected and well liked by his classmates and by his instructors. He is highly motivated, but has an even temperament. He works hard and he wants to excel, but he maintains his composure under pressure. His character and personal integrity are beyond reproach, and he is sensitive to the feelings of other people. Mr. Wakefield communicates well verbally, but he also listens well; a rare combination. The few examples of his original writing that I have read are grammatically correct and clear, although (as is the case for the writing of nearly all students) his writing could be improved by revision. Finally, Mr. Wakefield has clearly defined his long range goals and has devised paths for accomplishing those goals.

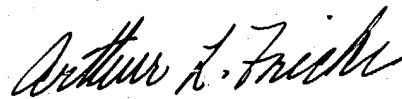
I follow the careers of many of the students who have passed through my classes. I know of many former students who are in upper management positions in large corporations. At this point, I can honestly say that Mr. Wakefield is equivalent in academic performance, capability,

Appx Number 09/8M7, 729 (Wakefield) GAU 2174  
1 OF 2

personality, integrity, and motivation to any in that group of former students. If he continues to progress, I have no doubt that he will rise to the same level of responsibility.

Obviously, I recommend Mr. Wakefield without reservation for admission to an academic program leading to a Master of Business Administration degree. His career accomplishments after earning an MBA will be a credit to the University of Florida and to your university.

Sincerely,



Arthur L. Fricke, Professor  
Chemical Engineering  
University of Florida

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